

How brand impressions and brand attitudes mediate the effect of brand social and environmental responsibility on purchase intentions

**Petar Gidaković**

University of Ljubljana, School of Economics and Business

**Mateja Kos Koklic**

University of Ljubljana, School of Economics and Business

**Mila Zečević**

University of Ljubljana, School of Economics and Business

**Vesna Zabkar**

Faculty of Economics, University of Ljubljana

Cite as:

Gidaković Petar, Kos Koklic Mateja, Zečević Mila, Zabkar Vesna (2021), How brand impressions and brand attitudes mediate the effect of brand social and environmental responsibility on purchase intentions.

*Proceedings of the European Marketing Academy, 50th, (93852)*

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



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## **Abstract**

We draw on the impression formation literature from social psychology to show how perceptions of corporate brands' social and environmental responsibility activities influence the formation of brand impressions (brand warmth, competence, and morality), which in turn translate into brand attitudes and purchase intentions. A sample of 441 respondents evaluated a range of real-world corporate brands from different industries. Results show that a brand's social and environmental responsibility has a positive indirect effect on purchase intentions, mediated by brand impressions and attitudes towards the brand. Implications of the findings and future research directions in the area of corporate brand impression and responsibility are presented.

**Keywords:** *warmth and competence impressions; brand morality; social and environmental responsibility*

**Track:** Product and Brand Management